

APR 28 1925 /

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ADVENTURE

Photoplay in 7 reels

From the novel by Jack London

Screen play by A. P. Younger and

L. G. Rigby

Directed by Victor Fleming

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.

"Adventure" Is 7 Reels—6602 Feet Long

PARAMOUNT

## PRESS

Adolph Zukor and Jesse L. Lasky present

A VICTOR FLEMING Production

"ADVENTURE"

With Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton

From the novel by Jack London

Screen play by A. P. Younger and L. G. Rigby

A Paramount Picture

PURPOSE: To Help You Sell the Picture

## Jack London's "Adventure" Tale, Rich in Drama, T

©CIL 21412

## Savage South Sea Isle Provides Startlingly Colorful Setting for Victor Fleming Film

Brilliant Cast, Headed by Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton, Is Striking Feature of Picture Made on Elaborate Scale

IT LIVES up to its title! That's the one, big, outstandingly important fact about "Adventure"—it lives up to its title!

Adventure! The dictionary defines it as: "the encountering of risks; a bold undertaking, in which hazards are to be met and the issue hangs upon unforeseen events." Magnify old Noah Webster's definition with all the superlatives you can think of and still you will come short of getting an accurate impression of this Paramount picture.

"Adventure" is crammed so full of adventurous stuff and genuine thrills, tense drama and suspense, unlimited action and heart appeal, that it must be seen to be thoroughly appreciated. The story was adapted to the screen by A. P. Younger and L. G. Rigby and is based upon Jack London's greatest dramatic novel of the same name.

Considered from an artistic standpoint, there is little use in trying to describe the beautiful photography and natural, picturesque settings. The photoplay was filmed on an island in the Pacific and realistically recreates the South Sea atmosphere and backgrounds.

The cast is a notable one and brings together a group of experienced and well-liked players, each of whom has an acting role worthy of his individual talent and ability.

To Victor Fleming, producer, goes the lion's share of the credit. He is a shrewd, intelligent and resourceful director who has established himself in popular favor with such past successes as "Empty Hands," "The Devil's Cargo" and many others. "Adventure" represents his finest directorial achievement to date.

## Cast

David Sheldon.....	Tom Moore
Joan Lackland.....	Pauline Starke
Morgan.....	Wallace Beery
Raff.....	Raymond Hatton
Tudor.....	Walter McGrail
Noah Noa.....	Duke Kahanamoku
Adam.....	James Spencer
Googomy.....	Noble Johnson

## Synopsis

THE action of the story takes place on one of the most isolated and savage of the Solomon Islands in the South Seas. For many weeks, David Sheldon, the young owner of a plantation, has been waging a desperate but losing battle against black water fever and ill fortune. The crops are a failure, a note is coming due, and the native workers have become rebellious.

One day, as he is on the verge of collapse, a ship belonging to Joan Lackland, a woman soldier of fortune, founders off the coast. In the company of two Hawaiian bodyguards, she makes her way to the plantation. Instantly realizing Sheldon's helpless condition, Joan puts him to bed and nurses him back to health. For the time being

## "Adventure" Has Colorful Story

Paramount Picture, Based on Jack London Novel, Deals With South Sea Life

IN FICTION the South Sea Islands are described as an earthly Paradise. In actuality they are a land of enchanted horror.

The true story of the terrible yet fascinating South Seas is vividly brought out in Jack London's "Adventure," which Victor Fleming produced for Paramount with a tip-top cast, including Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton in featured roles.

The action of the plot centers around Moore, the fighting, fearless owner of a copra plantation on one of the remote and isolated of the savage Solomon Islands. Financial worries, troubles with the natives and a sudden attack of black water fever bring Moore to the verge of a collapse.

His life is saved by the timely arrival of Pauline Starke, woman adventurer and soldier of fortune, who nurses him back to health and courageously quells the uprising savages.

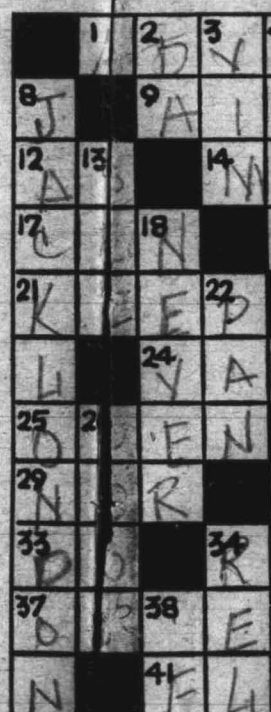
When he recovers, Moore does exactly what any other red-blooded man would do who discovers that he owes his life to a beautiful

and daring young miss. Yes, he falls in love with her, but Miss Starke turns him down with a decided "no." She explains that what she is looking for is adventure, not a husband. However, she is willing to stay as his business partner, and rather than lose her altogether, Moore reluctantly agrees to this arrangement.

Miss Starke soon proves her worth as a partner, and incidentally has her desire for adventure fulfilled in overflowing measure. She matches wits with Beery and Hatton, two usurious money-lenders, who hold a note for a considerable sum of money against Moore. Miss Starke pays the debt and then proceeds to get her money back by playing cards with the two sharks. In fact, she trims them completely, leaving them only with the clothes on their backs.

From that point on the story develops complications galore and some fast and furious action. Walter McGrail suddenly arrives at the plantation and he and Moore fight over Miss Starke. The natives take it into their heads to revolt, egged on by Beery and

## A CROSS



## HORIZONTAL

1. Daring enterprise
9. Tune
10. Part of the verb "to be"
12. Life
14. Belonging to the morning
16. Name of the scale
17. Century (abbr.)
19. Sea (Spanish)
20. Silent
21. Means of livelihood
23. Pertaining to air (comb.)
24. Dancers

27. India
29. Conjunction
30. Put out to dry
32. Arm
33. Plural
34. Position
36. Mollusc
37. Sea
41. Motion picture director

## Two-column

TWO-COLUMN  
mats—similar  
illustrated above—  
"Second Famous F  
each. One-column  
had at your exchan  
secure books conta  
puzzles at 8 cents p

## Fil

VICTOR FLEMING, wh



# SHEET

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A VICTOR FLEMING Production  
"ADVENTURE"

With Tom Moore, Pauline Starke, Wallace Beery  
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Screen play by A. P. Younger and L. G. Rigby  
A Paramount Picture

SE: To Help You Sell the Picture to the Public.

## "Adventure" Is Stirring Action Drama, Thrills and Love Appeal

### A CROSS WORD PUZZLE



#### HORIZONTAL

1. Daring enterprise
9. Part of the verb "to be"
10. Period
12. Appendix
14. Angular vase
16. Note of the scale
17. C. (Spanish)
19. Scanty
20. Half (suffix)
21. Relative (abbr.)
22. Male child
23. Musical annotation (abbr.)
24. American River (abbr.)

#### VERTICAL

2. Childish expression
3. Vigor
4. Periods of time
5. Appendix
6. Angular vase
7. Note of the scale
8. A celebrated author and adventurer
11. Part made notable by an actor
13. Observe
15. Sweetened drinks
16. Skin of certain animals
18. Girl's name
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#### ADVENTURE

Two-column Press Advertisement 2AX

TWO-COLUMN cross word puzzle newspaper mats—similar to the one on "Adventure" illustrated above—are available on each of the Famous Forty pictures. Mats 10 cents each. One-column mats of the solutions may be had at your exchange upon request. You can also secure books containing the complete set of 40 puzzles at 8 cents per book.

### Film Facts

Director

### Dynamic Action Tale at Rialto

New Paramount-Jack London  
Film "Adventure" Lives  
Up to Alluring Title

FILM fans, who sometimes complain that the average movie title is misleading and bears no relation to the picture it adorns, will have no fault to find with the new Paramount film, "Adventure," which opened last night at the Rialto Theatre.

Here is a vividly descriptive title which not only aptly fits the picture but which the film lives up to in the full sense and dictionary meaning of the word. Action—fierce, tense and thrilling action—is the dominating keynote of this adventurous drama-romance, which Victor Fleming produced from the adaptation by A. P. Younger and L. G. Rigby of Jack London's famous novel of the same name.

To the powerful story with its picturesque locale, the warm, tropical South Sea islands, has been added an invincible cast, headed by the personable Tom Moore, the lovely Pauline Starke, the villainous Wallace Beery and the delightful Raymond Hatton.

In "Adventure" we meet an entirely new feminine screen character—Miss Starke as a woman soldier of fortune. There have been many masculine adventurers but never one of the female of the species. However, the gloriaswanson-looking Miss Starke gives such an admirable performance and represents her sex so successfully in this new field that women adventurers may become popular in the movies.

The plot deals in vigorous and refreshing manner with the stirring adventures of a brave girl wrecked on a savage South Sea isle. She becomes involved in the personal, financial and matrimonial problems of a young copra plantation owner; nurses him back to health when he gets sick; saves the plantation for him when he is in danger of losing it to a couple of money-lending crooks; fights side by side with him against the savage natives; and eventually finds happiness in the greatest adventure of all.

All in all, "Adventure" is fascinating entertainment and well worth a trip to the Rialto.

### PUTTING IT OVER RIGHT

Score one for the knockout title! If you were asked to pick a title that would bring the folks flocking to your box office, a title that had to stand on its own without names or known story value, or anything else, you certainly would have to go some to get a better title than "Adventure." It has a promising ring, an alluring sound, and the picture lives up to everything that the title implies in the full sense of the word.

One of the important talking points on this photoplay is its author, Jack London. The story appeared in novel form and had a tremendous sale throughout the country. Book stores and libraries offer obvious tie-ups.

Arrange with one of the local newspapers for a contest in which readers submit stories explaining "The Most Exciting Adventure I Ever Had." Limit these articles to two hundred words in length, so the paper can print two or three of the best of them each day. Offer awards—these don't need to be large—for the four or five best articles sent in. Start this contest about ten days before the picture opens, so it will have time to develop a lot of interest. Announce the winners on the stage of your theatre the opening night of "Adventure" and print their names in the newspaper the next day.

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A "Loan Exhibit." Through the newspapers urge all local people who have curios, mementoes, souvenirs, antiques, relics, etc., to loan them for a short time for public display. Arrange for a leading store to give this display a good window or show it in your lobby with a big sign over it reading: "These objects gathered from the four corners of the earth represent the fruits of Adventure."

Adventure has a particular appeal for children. You can capitalize this fact by arranging a Boy Scout's Night. This stunt always goes over big. Get the local Scout organization to plan a twenty or twenty-five minute demonstration on the stage. Have the boys compete in putting up tents, building fires without matches, and such things. Fasten rigidly to the stage some small tree-trunks and have a tree-chopping contest.



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One day, as he is on the verge of collapse, a ship belonging to Joan Lackland, a woman soldier of fortune, founders off the coast. In the company of two Hawaiian bodyguards, she makes her way to the plantation. Instantly realizing Sheldon's helpless condition, Joan puts him to bed and nurses him back to health. For the time being she quells the fire of rebellion smouldering among the savages.

When Sheldon recovers, he promptly falls in love with her, but his attentions are met with indifference. Instead of marriage, as he suggests, Joan offers to go into partnership with him, and he finally consents to that arrangement. The girl soon proves her worth as a partner, for shortly afterward, Morgan and Raff, the unscrupulous money-lenders, arrive to demand payment of the note they hold against Sheldon.

Joan pays the debt, and then allowing herself to be drawn into a poker game by the two sharks, eventually wins back not only her own money but all of theirs, and incidentally gets the sloop in which they came to the island. She then forces them to leave, warning them not to return.

A few days later, there arrives at the plantation an adventurer, one John Tudor, whom Joan had met in the course of her travels. Being a man who takes his fun where he finds it, the new-comer proceeds to make love to Joan. The girl slaps his face when he tries to kiss her. Sheldon, a witness to the action, is highly amused. This infuriates Tudor who challenges him to a duel which Sheldon reluctantly accepts. In the struggle that follows, Tudor is seriously wounded.

Sheldon leaves to get a physician, and during his absence, Morgan and Raff return, bent on getting revenge. To this end they incite the natives to open revolt and together attack the house. During the battle, the house is set on fire, and Joan is captured and taken aboard the money-lenders' ship. Tudor manages to drag himself out of the burning building, and is discovered by Sheldon when the latter returns with a doctor. As soon as he learns what has occurred, Sheldon starts in pursuit.

Meanwhile, on board the boat, Joan defends herself as best she can. With the last bullet in her revolver she kills Raff. Sheldon arrives in the nick of time and succeeds in disposing of Morgan. Joan's bodyguard engages in a hand-to-hand fight with the native chief and both fall into the water where the struggle continues until the chief is killed.

The picture closes, foreshadowing the marriage of Joan and Sheldon.

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When he recovers, Moore does exactly what any other red-blooded man would do who discovers that he owes his life to a beautiful and daring young miss. Yes, he falls in love with her, but Miss Starke turns him down with a decided "no." She explains that what she is looking for is adventure, not a husband. However, she is willing to stay as his business partner, and rather than lose her altogether, Moore reluctantly agrees to this arrangement.

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From that point on the story develops complications galore and some fast and furious action. Walter McGrail suddenly arrives at the plantation and he and Moore fight over Miss Starke. The natives take it into their heads to revolt, egged on by Beery and Hatton who return bent on getting revenge. All in all, the picture lives up to its title, winding up with a dynamic battle on board ship and a hand-to-hand fight under water.

## Picture Pointers

"Adventure"—romance and red-blooded action under a blazing, torrid sun out on a savage South Sea isle.

A vigorous and refreshing story of just what the title says—Adventure!

The glorious fight of a courageous girl against ruthless Nature, head-hunting savages and unscrupulous white men.

A thrill-crowded drama that tears away the fiction halo from the South Sea islands and reveals them as a terrible land of enchanted horror.

For further information regarding "Adventure" look up the dictionary meaning of the word!

Here is film entertainment de luxe, combining the story-telling genius of Jack London, the directorial expertness of Victor Fleming and the acting ability of Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton.



### HORIZONTAL

1. Da...
9. Tu...
10. Pa...
12. L...
14. B...
16. N...
17. C...
19. S...
20. S...
21. M...
23. P...
24. T...
27. V...
29. T...
30. C...
32. A...
33. T...
34. T...
36. T...
37. C...
39. M...
41. M...

### Two-column P

**T**WO-COLUMN puzzles—similar to illustrated above—are "Second Famous For each. One-column had at your exchange secure books contain puzzles at 8 cents per

## Film

**V**ICTOR FLEMING, who succeeded to his credit, in the Sea, "Empty Hands" and

Jack London. America has of this virile author. Gifted vivid style, he has provided e sands of readers. If he were delighted with the colorful pro

A. P. Younger and L. G. Rigby the screen adaptations of "Wo

A quartet of excellent characters—T Beery and Raym

C. Edgar Selwyn production's int

A smashing South Sea isle happiness. The savage Solomon Islands—the disease and death. Heretofore, most pictures of th nating land of a ways-play. I thrust aside for grim reality.

The title of the picture, "word all the wistful longing average man and woman posse ous places, a desire to run gre odds and emerge the victor. adventure is merly an outgre made them want to go out from home to join a circus. B it will satisfy the vast majority





#### HORIZONTAL

1. Da
9. Tu
10. Pa
12. Li
14. Be
16. Ni
17. Ce
19. Si
20. Sil
21. M
23. Pr
24. IN
27. Clud's
29. onjunction
30. and out to dry
32. Je
33. erm
34. Twer (plural)
36. Position
37. ne mollusc
39. nd
41. M

#### VERTICAL

2. Childish expression
3. Vigor
4. Periods of time
5. Appendage
6. Angular vase
7. Note of the scale
8. A celebrated author and adventurer
11. Part made notable by an actor (2 words)
13. Observe
15. Sweetened drinks
16. Skin of certain animals
20. Table lands (Southwestern U. S.)
22. Kitchen utensil
23. Priest's vestment
25. Scanty
26. Girl's name
30. Ripped
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35. Male child
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## Film Facts

#### Director

**VICTOR FLEMING**, who has many tried and proven box office successes to his credit, including "To the Last Man," "Code of Sea," "Empty Hands" and "The Devil's Cargo."

#### Author

**Jack London**. America has produced few writers of the calibre this virile author. Gifted with a wonderful imagination and a wild style, he has provided entertainment for thousands upon thousands of readers. If he were alive today, he would be amazed and delighted with the colorful production of "Adventure."

#### Scenarists

**A. P. Younger** and **L. G. Rigby**. Younger was also responsible for screen adaptations of "Worldly Goods" and "The Devil's Cargo."

#### Featured Players

A quartet of seasoned players whose names are a guarantee of excellent characterizations—**Tom Moore**, **Pauline Starke**, **Wallace Beery** and **Raymond Hatton**.

#### Cameraman

**C. Edgar Selznick**, whose photography is not the least of the production's interesting features.

#### Type of Story

A smashing action tale of a brave girl wrecked on an isolated South Sea island who fights through stirring adventure to love and win. The background of this story is one of the remote and wild islands—the last out-post of civilization, where life and death walk hand in hand with beauty and enchantment. Pictures of the South Seas have painted it as a fascinating land of always-play. In "Adventure" this fiction illusion is set aside for grim reality.

#### Appeal

The title of the picture, "Adventure," sums up in one glorious word all the wistful longing and never-to-be-fulfilled desires that the average man and woman possesses—a longing to visit far-off, dangerous places, a desire to run great risks, to fight against overwhelming odds and emerge the victor. This universal grown-up yearning for adventure is merely an outgrowth of that childhood impulse which prompts them to go out West and fight Indians or run away from home to join a circus. Because the picture lives up to its title, it will satisfy the vast majority of film fans.

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## Highlights

Of the many big scenes in "Adventure," the one that stands out with impressive boldness appears in the first three hundred feet of film. It reveals the wild, dangerous life that the average white man leads on the magic, tragic South Sea Islands. You see the plantation blistering beneath a fierce, merciless sun; the crudely constructed hospital filled with suffering natives; Moore, barely able to stand up, administering medicine to the sick; the revolt of the natives and their attack on Moore—all in all, a scene chock-full of action, sympathy and suspense.

One of the dramatic episodes that contains elements of humor occurs when Beery and Hatton come to the island to collect the money on a note they hold against Moore. The latter, with no business knowledge, is at the mercy of the two crafty money-lenders. Miss Starke saves the day by paying the debt but then turns right around and wins back the money in a poker game with the two sharks.

The rebellion of the savages and their dispersion when Miss Starke hurls a stick of dynamite into their midst will thrill even the most blasé picture-goer. Moore risks his life in putting out the lighted fuse when one of the natives falls near the dynamite and is unable to escape.

The most exciting scene in the production is the primitive duel between Moore and McGrail. A revolver is placed upon the table. Nearby is an ash-tray and on the tray an unlighted match resting on a burning cigarette. When the match flares, it is a signal for the two men to rush for the gun.

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Adventure has a particular appeal for children. You can capitalize this fact by arranging a Boy Scout's Night. This stunt always goes over big. Get the local Scout organization to plan a twenty or twenty-five minute demonstration on the stage. Have the boys compete in putting up tents, building fires without matches, and such things. Fasten rigidly to the stage some small tree-trunks and have a tree-chopping contest. Prizes for the winners of the different events.

Teaser ad in newspapers: "Wanted men with a taste for Adventure. Apply Rialto Theatre during next three days."

Every town has in it people who have travelled extensively. Have one of them relate his experiences during the run of the picture.

For a ballyhoo. Get a couple of large sheets of beaver board and build a huge "book," say eight feet high and thick enough for a man or boy to stand upright in its interior. Paint on it title, author, theatre and play-date. At the bottom leave a hole for the man's feet and inside arrange slats crossways so the book (which will not be heavy), will rest upon the occupant's shoulders and stand about one foot off the ground. Hire some man to walk about the streets carrying this book—a perambulating novel. It will attract plenty of attention to pay for its slight cost.

Use the newspaper type ads you will find on page 3 of this press book. They are novel, interesting and certain to attract attention.

One of the big punches in the picture takes place when the blacks band with Beery and Hatton and attack the house during the absence of Moore. The building is burned, and Miss Starke is captured and taken to the money-lenders' ship.

It is the climax, however, the terrific battle on board ship that follows when Moore and his men catch up with Miss Starke's captors, that provides the maximum of thrills and action. It ends with a fierce, hand-to-hand, under-water fight between Duke Kahanamoku and Noble Johnson in which the latter, impersonating a native chief, is killed.



Take advantage of Paramount's ad  
and know that you are p

ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT



# Adventure

with  
**TOM MOORE**  
**PAULINE STARKE**  
**WALLACE BEERY**

JACK LONDON'S  
masterpiece of love and  
adventure on a South Sea  
Isle. If you like 'em thrill-  
ing, we urge you to see  
"Adventure."

Screen play by A. P. Younger

A  
**VICTOR FLEMING**  
PRODUCTION

A  
Paramount  
Picture

Four-column Newspaper Advertisement 4A

JACK LONDON'S  
**ADVENTURE**  
A VICTOR FLEMING PRODUCTION  
A Paramount Picture



3'x10' Banner—Light background permits imprint painting—only \$2.00 a piece

ADOLPH ZUKOR and  
JESSE L. LASKY present

## Adventure

—a—  
**Victor Fleming**  
Production

A  
Paramount  
Picture



Two-column Supplementary Press Ad 2ASX

## Catchy Ad Catchlines

Warm tropical nights—a man and a reckless girl—and dark dangers lurking in the shadows.

ADVENTURE! Bold, buccaneering, unafraid! "ADVENTURE!"

Nobody could put the tingling, breathless thrills into a story like Jack London. And "Adventure" is by far London's greatest.

Into his quiet tropical life came a restless, reckless girl bringing danger, thrills and happiness.

All other pictures of danger and thrill pale beside Jack London's "Adventure."

Is there any difference between the modern jazz band and the jungle tom-tom? See "Adventure."

A man and a girl on a jungle island—adventure and a strange, breathless romance.

If you're keen for pictures of daring, exciting adventure, here's the king



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Catchlines

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exciting adventure, here's the kingpin

## Jack London's Masterpiece

WITH  
TOM MOORE  
PAULINE STARKE  
WALLACE BEERY



A  
VICTOR  
FLEMING  
PRODUCTION

# Adventure"

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

A  
Paramount  
Picture

A BOBBED-HAIR soldier  
of fortune in the far-flung  
Pacific. Trailing thrills 'mid  
jungle tom-tom and savage  
spear. That's ADVENTURE!

Three-column Newspaper Advertisement 3A

ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT

## "Adventure"

A VICTOR FLEMING PRODUCTION



A  
Paramount  
Picture



Screen  
play  
by  
A. P.  
Younger

JACK LONDON was the  
master of adventure, and  
here is his masterpiece.

As vivid a tale of bold adven-  
ture as was ever screened. As  
packed with thrills as a picture  
could be.

Two-column Supplementary Press Ad 2AS



VICTOR  
FLEMING  
PRODUCTION  
WITH  
TOM MOORE  
PAULINE STARKE  
WALLACE BEERY  
PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY







Four-column Newspaper Advertisement 4A



3'x10' Banner—Light background permits imprint painting—only \$2.00 a piece



Two-column Supplementary Press Ad 2ASX

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Two-column Press Advertisement 2A



Tom Moore and Pauline Starke in the "Adventure" A Victor Fleming Production

Three-column Production Mat



**A  
VICTOR  
FLEMING  
PRODUCTION**

# Adventure

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

*a  
Paramount  
Picture*

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PRESENT

## Adventure

*a* VICTOR FLEMING PRODUCTION



*a  
Paramount  
Picture*

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A. P.  
Younger

**JACK LONDON** was the master of adventure, and here is his masterpiece. As vivid a tale of bold adventure as was ever screened. As packed with thrills as a picture could be.

Two-column Supplementary Press Ad 2AS

## TRAILER

National Screen Service, Inc.,  
issues an excellent Service  
Trailer on "Adventure." See  
Price List.



*a  
Paramount  
Picture*

**VICTOR FLEMING PRODUCTION**  
WITH  
TOM MOORE  
PAULINE STARKE  
WALLACE BEERY  
PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

## Adventure

**JACK LONDON'S** most famous novel of adventure is now a colorful, super-thrilling picture!

One-column Press Ad 1A



ine Starke in the Paramount Picture  
A Victor Fleming Production  
ree-column Production Mat 3P



Tom Moore and Pauline Starke in the Paramount Picture  
"Adventure" A Victor Fleming Production  
Two-column Production Mat 2P



# Publicity arouses curiosity and st If you want banner pro

## "Adventure" Introduces New Screen Character

**Latest Paramount Thriller, Based on Famous Jack London Novel, Presents Pauline Starke as a Woman Soldier of Fortune**

WHEN "Adventure," the Paramount cinema version of Jack London's dramatic novel makes its local debut at the Rialto Theatre tomorrow night, native picture-goers will have the opportunity of meeting a new type of screen character—the feminine counterpart of the movie "he-man."

The "he-man" in reel life is familiar to all. He is the rugged, two-fisted hero, who battles against overwhelming odds and comes out a flushed and triumphant victor. This is precisely the kind of role Pauline Starke portrays in "Adventure"—a daring adventurer, a woman soldier of fortune, who goes through many harrowing experiences on one of the isolated cannibal islands in the South Seas and eventually emerges unscathed, unharmed, victorious.

This type of film heroine is quite a refreshing novelty and offers a striking contrast to the old-fashioned, clinging-vine heroine, who depended upon the manly, upstanding hero for protection. The woman adventurer is decidedly superior to the modern flapper, who, while perfectly well able to take care of herself in a ballroom, would be absolutely helpless if she found herself face to face with head-hunting savages.

In the photoplay, which was produced under the personal supervision of Victor Fleming, Miss Starke has her courage and ability severely tested. Arriving at one of the remote islands in the South Seas she discovers that Tom Moore, the only white man, is seriously ill with black water fever and in danger of being killed by the rebellious blacks.

Furthermore, she learns that Wallace Beery and Raymond Hatton, two unscrupulous money-lenders, are trying to get Moore's plantation away from him because he has failed to pay a note they hold against him.

Without going into details, it will suffice to say that Miss Starke proves her fearlessness and resourcefulness by successfully solving all perplexing problems, hurdling tremendous obstacles and coming safely through many dangers.

"Adventure" is a smashing action romance that will interest the film fans from eight to eighty!

### Kahanamoku, Swimming Champion, Adopts Movie Career to Keep in Perfect Physical Condition

Declaring that his entrance into the motion picture field was for physical culture purposes only, Duke Kahanamoku, international amateur swimming champion, vigorously denied that he has permanently deserted the natatorial world for a movie career.

In the past year the famous Hawaiian has taken part in several film productions with considerable success. His latest and most important role is that of a Hawaiian bodyguard in Victor Fleming's Paramount production of Jack London's absorbing story, "Adventure," in which Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton are featured.

It was his screen activities that gave rise to the rumor that he might give up match swimming altogether in favor of motion pictures. The fact of the matter is, however, that his abandonment of the water for the silver sheet is but temporary.

"When the Olympic games open in Holland in 1926," explained Kahanamoku, "I again hope to be one of the participants in the swimming events. It is my ambition to break a few more records. Already I am training for the national events which will take place in San Francisco in April. It is partly for that reason that I have entered motion pictures. I find there is no better way to keep in trim than to take part in photoplays which contain much action."

"Take 'Adventure' for example. In a single week during the filming of this production, I took part in three fights, paddled a canoe until my arms ached and swam a four hundred yard course four times under conditions that called for every ounce of strength I possessed."

"All of these things tend to keep my swimming muscles limber and to prevent me from becoming soft. And I must keep in perfect physical condition if I am to establish the new records on which I have set my eye."

"Adventure" is scheduled to open a three days' run at the Rialto Theatre beginning next Sunday.

### Paramount Solves Technical Problems of South Sea Picture by Consulting Two Hundred Experts

Critical picture-goers are going to have a hard time finding fault with the new Paramount production, "Adventure," which opens at the Rialto Theatre next Sunday. Despite the fact that the action of the story revolves around one of the isolated islands of the South Seas, regarding which there is very little authentic information to be had, the film is, from a technical standpoint, absolutely perfect.

Yet this accuracy of detail was obtained at no little effort and expense. During the making of the photoplay under the direction of Victor Fleming fully two hundred men were consulted and gave advice concerning con-



Pauline Starke in the Paramount Picture "Adventure"

Production Mat IPB

### Special Stories

**Wuxtry! British Flag on U.S. Soil! In a Movie!**

THE raising of a British flag on a United States island recently caused much worry to a group of fishermen on the Pacific Ocean. They had been on the water for three days and the only explanation that occurred to them was that war had been declared and Great Britain had seized the island.

Anxious to learn the exact details, they at once made for the island and discovered that—

Victor Fleming, Paramount director, and a company of players had taken over part of the island to photograph South Sea scenes for the production of Jack London's greatest dramatic novel, "Adventure."

In the story, the island is the property of Great Britain and for certain episodes in the picture it was necessary that the flag of England be raised on a tall pole on the shore.

Considerably relieved because their fears had proven groundless, the fishermen, at Fleming's invitation, remained to watch the company at work.

"Adventure" is a story of the Solomon Islands of the South Seas and of the cannibal head-hunters with which they are inhabited. Featured in the cast are Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton.

### "Pick-a-back" Is Island Mode of Transportation

Here is an item of interest to hapless horsemen, frenzied Ford owners and suffering subway straphangers. It concerns a new mode of transportation, called pick-a-back, and there are never any delays caused by broken bridle reins, punctures or engine trouble.

Pick-a-back, which, as the name suggests, consists of one man riding around on the back of a larger man, is said to be the only method of travel on some islands of the South Seas.

Authority for this information is the Victor Fleming-Paramount company, which recently completed filming Jack London's South Sea story, "Adventure," featuring Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton. Throughout the course of the picture, Moore rides on the back of a huge native.

"It was a lot of fun, letting the other fellow do the work," said the popular Paramount player. "But on the last day he got even with me. He stubbed his toe and I was thrown over his head into a pile of brush."

There is this much to be said in favor of our modern rapid transit facilities. If you are in a hurry to get anywhere, the horse, the Ford, the subway or the aeroplane will get you there much faster than the pick-a-back. You are lucky to cover three miles an hour by pick-a-back whereas, the aeroplane, for example, has an average speed of one hundred and twenty miles per hour.

### Dog Qualifies as Actor, Watchman, Memory Expert

Buddy Boy, the French bull terrier, used in the production of Jack London's South Sea story, "Adventure," which Victor Fleming directed for Paramount, took the part of watchman when he was not acting

### Prominent Players in "Adventure"

**Spirited Cast Featured Screen Version of South Sea Story**

THE acting, alone, in "Adventure" the new Paramount picture now showing at the Rialto Theatre is sufficient to lift this film out of the mediocre class. Which should occasion little wonder, since Victor Fleming, the producer, has assembled a formidable cast featuring sterling favorites as Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton. Even the minor parts are portrayed by players of skill and experience as witness Walter Grail, Duke Kahanamoku, famous international Hawaiian swimmer, James Spencer and Noble Johnson.

This imposing array of screen talent is reinforced with a gripping story from the pen of the late Jack London, realistic settings, gorgeous backgrounds, excellent lighting, beautiful photography, and the expert direction of Mr. Fleming, who has the right to point to his latest production with considerable pride.

Those who are familiar with the works of Jack London, will recognize "Adventure" as a South Sea story dealing with the stirring experience of a young plantation owner on one of the savage and remote Solomon Islands, who is aided in his struggle against nature, cannibals and unscrupulous white men, by a mysterious and daring girl, who visits the out-of-the-way place in search of adventure.

There is action aplenty and the galore. The players have entered into the spirit of the story with vim and a vigor that keep the humming from the dramatic beginning to the fighting finish. Tom Moore has a role very much to liking and gives a strenuous account of himself; Pauline Starke is a picturesque character as a woman soldier of fortune; Wallace Beery lends his villainy with comedy ments; and Raymond Hatton new laurels with his characterization.

"Adventure" is a real film to make it a point to see it!

### Pauline Starke to Play Reel Role in Real Life

When Pauline Starke, the actress, has determined to play in real life the role she plays in "Adventure," the new Victor Fleming-Paramount melodrama based on Jack London's widely known novel of the same name.

In this photoplay, Miss Starke casts as a woman soldier of fortune in search of excitement. In the course of her travels, she visits one of the cannibal islands of the South Seas, where she meets Tom Moore, the owner of a copra plantation, with whom she enters into a business partnership.

A life-long ambition—thus far unfulfilled—to travel out-of-the-way places, is at the bottom of Miss Starke's expressed desire to follow in the footsteps of the heroine in "Adventure."

"I do not anticipate a time of idleness," remarked Miss Starke when interviewed. "From the moment I am photographed on the location, I am well aware of the many hardships that it will be exacted of me. But I am certain that I shall enjoy every minute of it."

In "Adventure," which was adapted to the screen and L. G. Rigby, featured honors with Tom Moore and Wallace Beery and Raymond Hatton.



and stimulates interest—  
ner profits, tell 'em with publicity

## Prominent Players in "Adventure"

Spirited Cast Featured in  
Screen Version of South  
Sea Story

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Those who are familiar with the works of Jack London, will recall "Adventure" as a South Sea tale, dealing with the stirring experiences of a young plantation owner on one of the remote Solomon Islands, who is aided in his struggle against nature, cannibals and unscrupulous white men, by a mysterious girl, who visits that out-of-the-way place in search of adventure.

There is action aplenty and thrills galore. The players have entered into the spirit of the story with a vim and a vigor that keep things humming from the dramatic beginning to the fighting finish. Tom Moore has a role very much to his liking and gives a strenuous account of himself; Pauline Starke is a picture of a woman soldier of fortune; Wallace Beery lightens his villainous role with comedy moments; and Raymond Hatton wins new laurels with his characterization.

"Adventure" is a real film treat! Make it a point to see it!

## Pauline Starke to Play Reel Role in Real Life

When Pauline Starke has determined to play the role she portrays in "Adventure," the new Victor Fleming-Paramount melodrama, London's widely read name.

In this photoplay, Miss Starke is a soldier of fortune, a woman in search of excitement. In the course of her travels, she visits the South Seas, where she meets Tom Moore, a copra plantation owner, with whom she enters into a business partnership.

A life-long ambition—thus far unfulfilled—to travel and visit strange and little known corners of the earth, is expressed desire to follow in the footsteps of the screen heroine in "Adventure."

"I do not anticipate," remarked Miss Starke with a smile when interviewed on the scenes we photographed on location, I am well aware of the hardships in store for me. But I am certain every minute of it will be exciting and that I shall enjoy it."

In "Adventure," which was adapted by A. P. Younger to the screen and L. G. Rigby, Miss Starke shares with Tom Moore, Wallace Beery and Raymond Hatton.

## Press Reviews

(Review No. 1)

THE new Paramount picture, which made its local debut at the Rialto Theatre last night, suggests a problem in film mathematics. Take a couple of savage South Sea islands and add one brave and fearless white man; multiply that by several hundred head-hunting cannibals; then add one woman soldier of fortune and two unscrupulous money-lenders; divide the sum total by one romance and at least a dozen dynamic thrills—and the answer is—?

There can be only one correct answer and that is—"Adventure," the title of this latest of dramatic screen plays, which Victor Fleming produced from Jack London's famous novel of the same name.

Here is a story so crowded with incident and action, so replete with surprising developments and unexpected turns that not for a moment does it fail to hold the attention and grip the interest of the spectator. The romantic and love elements are subtly blended and lend a softening influence to the melodramatic action of the plot.

"Adventure" gives us a vivid realistic picture of life as it actually is on the isolated islands of the South Seas. Heretofore most pictures have painted that little known corner of the earth as a fascinating land of sunshine and play. In this photoplay we see it as an enchanted and terrible land, where even now the tomtoms of cannibal feasts echo in the midnight jungles and the white man's head is still a coveted trophy.

Victor Fleming, the director, has many successful pictures to his credit, but "Adventure" outshines them all. Photographically, the picture is flawless and scenically it leaves nothing to be desired.

The cast is one of the finest and includes some of moviedom's top-notch favorites. Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton have featured roles and their individual performances are worthy of the highest praise.

(Review No. 2)

If "Adventure," the latest Paramount cinematic thriller, which had its initial showing last night at the Rialto Theatre, has a thousand points of interest, it is because Victor Fleming, the producer, has put into this picture all those basic movie elements so dear to the heart of the average film fan.

To begin with, there is a cracker-jack story with a South Sea locale, written by the late Jack London, whose fertile brain has hatched out many a stirring action plot, of which "Adventure" is a typical example.

Imagine a lone white man on one of the cannibal Solomon Islands waging a desperate single-handed battle against the rebellious native blacks, while his body is racked with black water fever. Imagine him collapsing and being saved from a fate worse than death by the timely arrival of a brave, courageous girl—this opens the way for adventure, doesn't it?

And the dramatic developments that follow, the dangers they face, and the risks they run furnish the nth degree of excitement and thrills. There is swift, unlimited action, much color and picturesque atmosphere, some hearty laughs and plenty of love and romance.

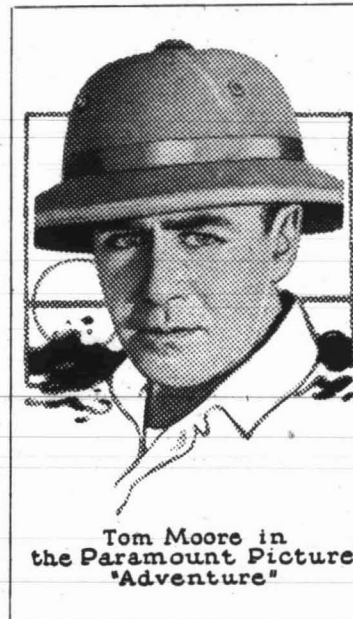
From the standpoint of acting, the picture may well be set up as a model. Tom Moore has the strong role of the young plantation owner, whom Fate overwhelms with a multitude of troubles; Pauline Starke gives a memorable performance as the woman soldier of fortune; Wallace Beery, as usual, is a very effective villain; and Raymond Hatton proves once again that he is one of the best character actors in filmdom. The supporting players including Walter McGrail, Duke Kahanamoku, James Spencer and Noble Johnson give an excellent account of themselves in the minor parts.

"Adventure" is a photoplay you are sure to enjoy because it is a picture that lives up to the name.

## Greatest Jack London Fiction Success Filmed

"Adventure," Thrill-Crowded Drama of Cannibal Islands,  
Picturized by Paramount Under the Direction of  
Victor Fleming

"ADVENTURE," one of the last stories from the pen of the late Jack London, has been transferred to the screen by the Paramount organization, under the personal supervision of Victor Fleming. Native movie-goers are assured of an hour of excellent entertainment, when this picturesque film drama of the South Sea begins its local engagement next Sunday at the Rialto Theatre.



Tom Moore in  
the Paramount Picture  
'Adventure'

Production Mat IPA

this de luxe screen play.

The notable cast assembled offers convincing evidence of the scrupulous care that went into the making of this production. Every one of the players chosen has a part that suits him to the proverbial "T." Those who are featured include such brilliant screen favorites as Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton.

## "Table Duel" in Paramount Film Reveals Primitive Fight Methods in South Seas

"Adventure," the Victor Fleming-Paramount production of Jack London's absorbing South Sea story, which is now playing at the Rialto Theatre, has an interest for the average picture patron quite apart from its entertainment values.

Woven into the warp and woof of the plot are many stirring incidents that have intrinsic merit as well as dramatic significance. That is because they shed considerable light on the habits of the native savages and give us fascinating glimpses of the primitive customs and life of the white folks who live among them.

One of the unusual features which the film introduces is the "table duel," a novel method, quite common in the South Seas, for settling an argument or "an affair of honor" with neatness and despatch. The "table duel" is undoubtedly the forerunner of our modern and more civilized methods of duelling.

In the photoplay, Tom Moore and Walter McGrail engage in a "table duel" when they disagree over Pauline Starke. This is how the duel is staged:

A loaded revolver is placed upon a table in the center of the room. On this table is also placed a lighted cigarette and nearby it a match with the unlighted head resting near the burning end. Both men stand an equal distance away from the table and when the cigarette causes the match to flare, it is the signal to jump for the revolver.

Of course if both men reach the revolver at the same identical moment, there is bound to be a struggle for the possession of the weapon. That is precisely what happens in the picture and results in the wounding of McGrail.

The startling developments that follow, leading up to a crashing climax, come as a result of this "table duel," for Moore leaves to get a doctor and in his absence Miss Starke and the helpless McGrail are attacked by cannibals.

Wallace Beery and Raymond Hatton are also featured, and the supporting cast includes Duke Kahanamoku, amateur swimming champion, James Spencer and Noble Johnson.

## Wallace Beery's Unique Role in "Adventure" Proves Screen Is Humanizing Its Villains

Are the movies developing a new type of heavy? Is the old-fashioned, thoroughly-vicious villain, without a single, redeeming quality, giving way to a more modern, rather human sort of bad man? In other words, are we about to witness the rise of the comedy-villain?

It looks very much that way, judging from the character Wallace Beery portrays in "Adventure," the latest cinematic thriller, which Victor Fleming produced for Paramount from the Jack London story of the same name.

Let there be no misunderstanding, Beery is still very much a villain in this photoplay, and a mighty good bad man, too. But there are moments during the unreeling of the film when the audience is certain to laugh at his machinations rather than hiss him. Such a thing was unheard of in the past, would almost have been considered impossible.



protection. The woman adventurer is decidedly superior to the modern flapper, who, while perfectly well able to take care of herself in a ball-room, would be absolutely helpless if she found herself face to face with head-hunting savages.

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## Kahanamoku, Swimming Champion, Adopts Movie Career to Keep in Perfect Physical Condition

Declaring that his entrance into the motion picture field was for physical culture purposes only, Duke Kahanamoku, international amateur swimming champion, vigorously denied that he has permanently deserted the natatorial world for a movie career.

In the past year the famous Hawaiian has taken part in several film productions with considerable success. His latest and most important role is that of a Hawaiian bodyguard in Victor Fleming's Paramount

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It was his screen activities that gave rise to the rumor that he might give up match swimming altogether in favor of motion pictures. The fact of the matter is, however, that his abandonment of the water for the silver sheet is but temporary.

"When the Olympic games open in Holland in 1926," explained Kahanamoku, "I again hope to be one of the participants in the swimming events. It is my ambition to break a few more records. Already I am training for the national events which will take place in San Francisco in April. It is partly for that reason that I have entered motion pictures. I find there is no better way to keep in trim than to take part in photoplays which contain much action."

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## Paramount Solves Technical Problems of South Sea Picture by Consulting Two Hundred Experts

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Yet this accuracy of detail was obtained at no little effort and expense. During the making of the photoplay under the direction of Victor Fleming fully two hundred men were consulted and gave advice concerning construction of sets, costuming, customs of the natives, etc. And thereby hangs a behind-the-scenes tale, which sheds considerable light on the problems and difficulties that often confront a conscientious producing organization.

When Famous Players-Lasky Corporation purchased the motion picture rights to Jack London's novel, "Adventure," the studio officials faced a very difficult task. The author of the book was dead and no technical adviser on the South Sea islands, who was not at that time attached to some other position, was to be found in California.

There were many who were specialists in some particular phase, but no one man who could be termed an expert on the entire subject. In sheer desperation, the Paramount executives decided to engage all of these men to act as technical advisers.

When it came time to engage the players, who appear as natives in the cannibal head-hunting scenes in the picture, it was discovered that many of the applicants had been born and raised in the South Seas. These also were consulted so as to make certain that every detail was in keeping with actuality. By the time the picture was completed, at least two hundred men had acted as technical advisers.

"Adventure" deals with the stirring experiences of a copra plantation owner and a woman adventurer on a savage island in the South Seas. The featured players include Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton.

## Superabundance of Primitive Weapons Insures Plenty of Action for New Paramount Photoplay

Those who read Jack London's famous South Sea story, "Adventure," and are looking forward to seeing Paramount's screen version of it, may be sure of one thing. There is plenty of good, old-fashioned melodramatic action in the picture.

The proof of this is conclusive and is herewith presented: Twenty-three clubs, sixty-one spears, eighteen bows, forty-one boomerangs, twelve axes, two morning-stars and twenty-eight stone hatchets were but a few of the many primitive weapons used by the natives of the South Seas during the filming of this production under the direction of Victor Fleming.

Most of the above-mentioned death-dealing instruments were needed for a cannibal head-hunt scene in which two hundred blacks took part. Equipping these men with weapons in keeping with the section of the world they were to represent required weeks of search by the studio property department.

Several persons, it was found, had private collections of spears, boomerangs and axes. These collections were rented from their owners. To these were added the private collections of Victor Fleming, producer, and Pauline Starke, featured player, both of whom had been on previous visits to the South Seas.

"Adventure" is as exciting and thrilling as the title would lead one to believe. Matching the story in strength is the powerful cast of popular players, which includes such favorites as Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton.

Pauline Starke in the Paramount Picture "Adventure"

Production Mat IPB

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"Adventure" is a story of the Solomon Islands of the South Seas and of the cannibal head-hunters with which they are inhabited. Featured in the cast are Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton.

## "Pick-a-back" Is Island Mode of Transportation

Here is an item of interest to hapless horsemen, frenzied Ford owners and suffering subway straphangers. It concerns a new mode of transportation, called pick-a-back, and there are never any delays caused by broken bridle reins, punctures or engine trouble.

Pick-a-back, which, as the name suggests, consists of one man riding around on the back of a larger man, is said to be the only method of travel on some islands of the South Seas.

Authority for this information is the Victor Fleming-Paramount company which recently completed film-

ing Jack London's South Sea story, "Adventure," featuring Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton. Throughout the course of the picture, Moore rides on the back of a huge native.

"It was a lot of fun, letting the other fellow do the work," said the popular Paramount player. "But on the last day he got even with me. He stubbed his toe and I was thrown over his head into a pile of brush."

There is this much to be said in favor of our modern rapid transit facilities. If you are in a hurry to get anywhere, the horse, the Ford, the subway or the aeroplane will get you there much faster than the pick-a-back. You are lucky to cover three miles an hour by pick-a-back whereas, the aeroplane, for example, has an average speed of one hundred and twenty miles per hour.

## Dog Qualifies as Actor, Watchman, Memory Expert

Buddy Boy, the French bull terrier, used in the production of Jack London's South Sea story, "Adventure," which Victor Fleming directed for Paramount, took the part of watchman when he was not acting in the picture.

Like the three-headed Cerberus that guarded the gates to the mythological infernal regions, Buddy Boy kept a vigil at the "Adventure" set entrance and growled away all intruders.

Three days were required for him to become acquainted with the persons working on the picture. After that, he refused to pass all who were not taking part.

Featured in the cast of "Adventure" are Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton.

## LOOK AROUND NOW!

Choose the nearest entrance, then run (don't walk) to the box office of the Rialto Theatre where Paramount is presenting a vivid and colorful picturization of Jack London's gripping action-romance, "Adventure." It's a stirring tale of a brave girl's exciting experiences out on a savage South Sea isle. Tip-top cast includes Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton.

Newspaper Type Ad

reaction of Mr. Fleming, who has right to point to his latest product with considerable pride.

Those who are familiar with the works of Jack London, will recognize "Adventure" as a South Sea tale dealing with the stirring experiences of a young plant owner on a remote island against nature, cannibals and men, by a mysterious girl, who visits the island in search of adventure.

There is action aplenty and thrills galore. The players have entered into the spirit of the story with vim and a vigor that keep the humming from the dramatic beginning to the fighting finish. Moore has a role very much to liking and gives a strenuous account of himself; Pauline Starke is a turesque character as a woman's dier of fortune; Wallace Beery lights his villain with comedy ments; and Raymond Hatton w new laurels with his characterizati "Adventure" is a real film tre Make it a point to see it!

## Pauline Starke to Play Reel Role in Real Life

When Pauline Starke takes in motion pictures, she has determined to play in real life the role she plays in "Adventure," the new Victor Fleming-Paramount melodrama based on Jack London's widely renowned novel of the same name.

In this photoplay, Miss Starke cast as a woman soldier of fortune a female adventurer in search of excitement. In the course of her travels, she visits one of the cannibal islands of the South Seas, where she meets Tom Moore, the owner of a copra plantation, with whom she enters into a business partnership.

A life-long ambition—thus far fulfilled—to travel and visit strange out-of-the-way places and little known corners of the earth, is at the bottom of Miss Starke's expressed desire to follow in the footsteps of the heroine in "Adventure."

"I do not anticipate a time of leisure," remarked Miss Starke with a smile when interviewed. "From scenes we photographed on the land while we were on location, I am well aware of the many hardships that it will be exciting that I shall encounter every minute of it."

In "Adventure," which was adapted to the screen by A. P. Young and L. G. Rigby, Miss Starke shares the featured honors with Tom Moore, Wallace Beery and Raymond Hatton.

## Rare "Bamboo Bed" Used in Jack London Picture

Although it sounds like a title or the name of a musical comedy, "The Bamboo Bed" is merely one of the unique properties used in the filming of Jack London's "Adventure," which Victor Fleming directed for Paramount.

The bed, which is constructed entirely of bamboo, is one of the legs are made of large bamboo poles and the walls and sides consist of small woven pieces.

In securing this rare piece of furniture, the Paramount property department was required to scour the entire city of Los Angeles before the bed was covered in a small second-hand store on the very outskirts of the city. Originally it had belonged to a family of Fijians who had shipped it to Los Angeles from the South Seas.

"Adventure" pictures in absorb detail the stirring experiences of a fearless girl, who goes into partnership with the owner of a copra plantation on one of the islands of the South Seas. A notable cast is featured, including Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton.

With the exception of a few interiors, the entire production was photographed against the most gorgeous tropical backgrounds of the islands of the Pacific with amazing fidelity and atmosphere of the South Seas.

Those who choose to see their film on the basis of dramatic story, excellent characterization, and a perfect screen entertainment, will find "Adventure" the perfect screen entertainment.



backgrounds, excellent photography, and the expert direction of Mr. Victor Fleming, who has a right to point to his latest production with considerable pride.

Those who are familiar with the works of Jack London, will recall "Adventure" as a South Sea tale, dealing with the stirring experiences of a young plantation owner on one of the savage and remote Solomon Islands, who is added in his struggle against nature, cannibals and unscrupulous white men, by a mysterious girl, who visits that out-of-the-way place in search of adventure.

There is action aplenty and thrills galore. The players have entered into the spirit of the story with a vim and vigor that keep things humming from the dramatic beginning to the fighting finish. Tom Moore has a role very much to his liking and gives a strenuous account of himself; Pauline Starke is a picturesque character as a woman soldier of fortune; Wallace Beery lights up his villainy with comedy moments; and Raymond Hatton wins new laurels with his characterization. "Adventure" is a real film treat! Make it a point to see it!

## Pauline Starke to Play Reel Role in Real Life

When Pauline Starke takes to the screen, she has determined to play in real life the role she portrays in "Adventure," the new Victor Fleming-Paramount melodrama, based on Jack London's widely read novel of the same name.

In this photoplay, Miss Starke is cast as a woman soldier of fortune, female adventurer in search of excitement. In the course of her travels, she visits one of the cannibal lands of the South Seas, where she meets Tom Moore, the owner of a copra plantation, with whom she enters into a business partnership.

A life-long ambition—thus far unfulfilled—to travel and visit strange, out-of-the-way and little known corners of the earth, is at the bottom of Miss Starke's expressed desire to follow in the footsteps of the screen heroine in "Adventure."

"I do not anticipate a time of leisure," remarked Miss Starke with a smile when interviewed. "From the scenes we photographed on the island while we were on location, I am well aware of the many hardships in store for me. But it will be exciting and I am certain that I shall enjoy every minute of it."

In "Adventure," which was adapted to the screen by A. P. Younger and L. G. Rigby, Miss Starke shares featured honors with Tom Moore, Wallace Beery and Raymond Hatton.

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"Adventure" pictures in absorbing detail the stirring experiences of a fearless girl, who goes into partnership with the owner of a copra plantation on one of the savage South Sea Islands. A notable cast is featured, including Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton.

With the exception of a few interiors, the entire production was photographed against gorgeous tropical backgrounds on one of the islands of the Pacific and reproduces with amazing fidelity the life and atmosphere of the South Seas.

Those who choose their film fare on the basis of dramatic strength of story, excellent characterization, pictorial beauty and able direction will find "Adventure" the embodiment of perfect screen entertainment.

Seas. Heretofore most pictures have painted that little known corner of the earth as a fascinating land of sunshine and play. In this photoplay we see it as an enchanted and terrible land, where even now the tomtoms of cannibal feasts echo in the midnight jungles and the white man's head is still a coveted trophy.

Victor Fleming, the director, has many successful pictures to his credit, but "Adventure" outshines them all. Photographically, the picture is flawless and scenically it leaves nothing to be desired.

The cast is one of the finest and includes some of moviedom's top-notch favorites. Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton have featured roles and their individual performances are worthy of the highest praise.

## (Review No. 2)

If "Adventure," the latest Paramount cinematic thriller, which had its initial showing last night at the Rialto Theatre, has a thousand points of interest, it is because Victor Fleming, the producer, has put into this picture all those basic movie elements so dear to the heart of the average film fan.

To begin with, there is a cracker-jack story with a South Sea locale, written by the late Jack London, whose fertile brain has hatched out many a stirring action plot, of which "Adventure" is a typical example.

Imagine a lone white man on one of the cannibal Solomon Islands waging a desperate single-handed battle against the rebellious native blacks, while his body is racked with black water fever. Imagine him collapsing and being saved from a fate worse than death by the timely arrival of a brave, courageous girl—this opens the way for adventure, doesn't it?

And the dramatic developments that follow, the dangers they face, and the risks they run furnish the nth degree of excitement and thrills. There is swift, unlimited action, much color and picturesque atmosphere, some hearty laughs and plenty of love and romance.

From the standpoint of acting, the picture may well be set up as a model. Tom Moore has the strong role of the young plantation owner, whom Fate overwhelms with a multitude of troubles; Pauline Starke gives a memorable performance as the woman soldier of fortune; Wallace Beery, as usual, is a very effective villain; and Raymond Hatton proves once again that he is one of the best character actors in filmdom. The supporting players including Walter McGrail, Duke Kahanamoku, James Spencer and Noble Johnson give an excellent account of themselves in the minor parts.

"Adventure" is a photoplay you are sure to enjoy because it is a picture that lives up to its promising title!

### YOU

who are cooped up all day in an office with nothing to break up the stale monotony of the daily routine of your uneventful lives

### WILL

enjoy the type of picture that combines red-blooded action and romance with gripping drama and nerve-racking suspense. You will

### FIND

relaxation and get a vicarious thrill while watching fearless Tom Moore and charming Pauline Starke fight thru soul-stirring

### "ADVENTURE"

to love and happiness. It is a colorful tale of the South Seas, based on Jack London's greatest dramatic novel and was produced

### AT

great cost by that directorial genius, Victor Fleming. The cast includes Wallace Beery, Raymond Hatton and Walter McGrail. All

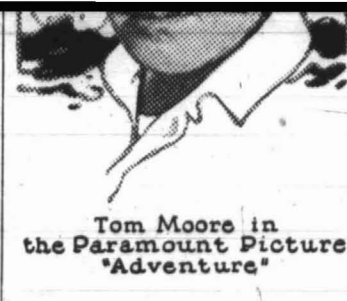
### THE

vast resources of the Paramount organization were placed at the disposal of the producer and the result is a picture worthy of a

### RIALTO

presentation. The management of this theatre takes pleasure in announcing that "Adventure" will begin a three days' run tomorrow.

## Novelty Type Ad



Tom Moore in the Paramount Picture "Adventure"

## Production Mat IPA

this de luxe screen play.

The notable cast assembled offers convincing evidence of the scrupulous care that went into the making of this production. Every one of the players chosen has a part that suits him to the proverbial "T." Those who are featured include such brilliant screen favorites as Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton.

## "Table Duel" in Paramount Film Reveals Primitive Fight Methods in South Seas

"Adventure," the Victor Fleming-Paramount production of Jack London's absorbing South Sea story, which is now playing at the Rialto Theatre, has an interest for the average picture patron quite apart from its entertainment values.

Woven into the warp and woof of the plot are many stirring incidents that have intrinsic merit as well as dramatic significance. That is because they shed considerable light on the habits of the native savages and give us fascinating glimpses of the primitive customs and life of the white folks who live among them.

One of the unusual features which the film introduces is the "table duel," a novel method, quite common in the South Seas, for settling an argument or "an affair of honor" with neatness and despatch. The "table duel" is undoubtedly the forerunner of our modern and more civilized methods of duelling.

In the photoplay, Tom Moore and Walter McGrail engage in a "table duel" when they disagree over Pauline Starke. This is how the duel is staged:

A loaded revolver is placed upon a table in the center of the room. On this table is also placed a lighted cigarette and nearby it a match with the unlighted head resting near the burning end. Both men stand an equal distance away from the table and when the cigarette causes the match to flare, it is the signal to jump for the revolver.

Of course if both men reach the revolver at the same identical moment, there is bound to be a struggle for the possession of the weapon. That is precisely what happens in the picture and results in the wounding of McGrail.

The startling developments that follow, leading up to a crashing climax, come as a result of this "table duel," for Moore leaves to get a doctor and in his absence Miss Starke and the helpless McGrail are attacked by cannibals.

Wallace Beery and Raymond Hatton are also featured, and the supporting cast includes Duke Kahanamoku, amateur swimming champion, James Spencer and Noble Johnson.

## Wallace Beery's Unique Role in "Adventure" Proves Screen Is Humanizing Its Villains

Are the movies developing a new type of heavy? Is the old-fashioned, thoroughly-vicious villain, without a single, redeeming quality, giving way to a more modern, rather human sort of bad man? In other words, are we about to witness the rise of the comedy-villain?

It looks very much that way, judging from the character Wallace Beery portrays in "Adventure," the latest cinematic thriller, which Victor Fleming produced for Paramount from the Jack London story of the same name.

Let there be no misunderstanding, Beery is still very much a villain in this photoplay, and a mighty good bad man, too. But there are moments during the unreeling of the film when the audience is certain to laugh at his machinations rather than hiss him. Such a thing was unheard of in the past—would almost have been considered a sacrilege. However, times and fashions are constantly changing, so perhaps it isn't so surprising to find the style in villains changing as well.

One of the most amusing episodes in "Adventure"—one that illustrates admirably the comedy part of Beery's villainous role—occurs in the early portions of the picture. Tom Moore, owner of a large copra plantation on one of the South Sea Islands, is in debt to two unscrupulous money-lenders, Beery and Raymond Hatton, to the extent of many thousand dollars.

When the men arrive to collect their debt, they are met by Pauline Starke, who had but recently entered into a business partnership with Moore. She pays them out of her own money. Surprise at finding a girl on the island gives way to cupidity when the money-lenders discover that Miss Starke is amply provided with funds.

They then invite her to sit in a game of poker. Although feigning ignorance, she agrees to play and the crafty card sharks anticipate an easy time trimming her. To their dismay, she wins steadily. At the end of half an hour, Miss Starke has won back not only her own money but all of theirs and even the sloop in which they came to the island. A typical example of cheating cheaters!

## Victor Fleming Achieves Directorial Triumph With New Paramount Melodrama

Film directors, like other folks, have their specialties. Some prefer to produce comedies, others dramas, and still others melodramas. A director with a flair for melodrama is more apt to produce a successful picture if the story has a lot of blood-and-thunder action in it than if it is of the pure comedy type, and vice versa.

All of which is merely an introduction to the statement that Paramount's dynamic version of Jack London's South Sea story, "Adventure," is a directorial triumph for Victor Fleming, the producer, who proves once again that his forte is melodrama.

The picture, which opened at the Rialto Theatre last night for a three days' run, is crammed full of hair-trigger action, drama and suspense, which skillfully balanced with romance and some genuine laughs insures a solid hour of worth-while entertainment.

Although Jack London provided an excellent story to begin with, and the scenarists, A. P. Younger and L. G. Rigby, have done a workmanlike job of the adaptation, and the acting of the notable cast leaves nothing to be desired, it is Fleming, nevertheless, who deserves the lion's share of the credit.

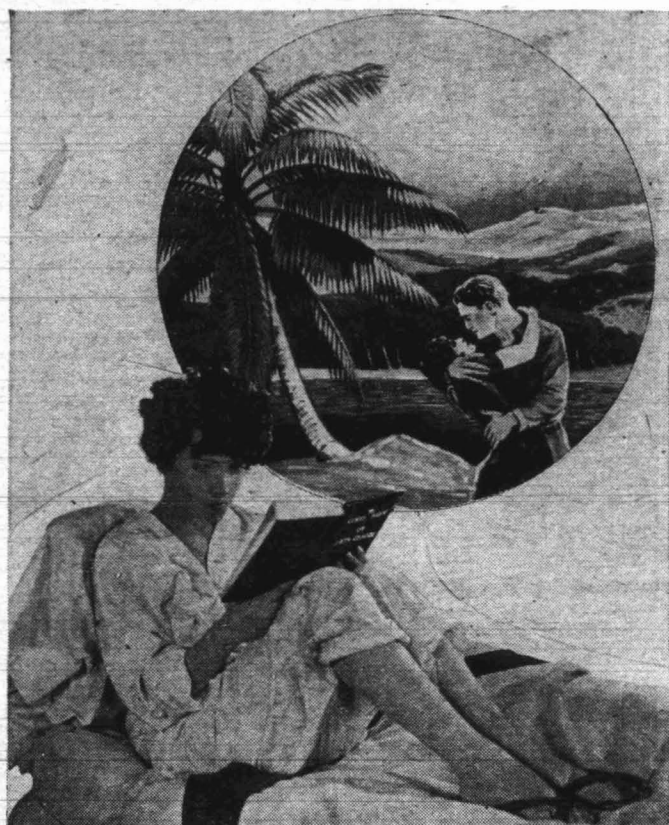
He is a shrewd, intelligent and resourceful director, who knows how to create and maintain interest and suspense and who manages to extract the maximum amount of thrills out of the gripping plot. The entire production shows every evidence of having been staged with a scrupulous attention to detail. The film was photographed against gorgeous tropical backgrounds on one of the islands of the Pacific and reproduces with amazing fidelity the life and atmosphere of the South Seas.

Among the prominent players featured are Tom Moore, Pauline Starke, Wallace Beery and Raymond Hatton.





# "Adventure" PULL THE PATRONS WITH "If It's Worth Running, It's Worth Selling"



## ADVENTURE

### HERALD

Here's a punch that's sure to send 'em flying to the box-office.

And there's another big wallop in the inside double-page spread.

Back page left blank for theatre name, play dates, etc.

Attractively colored, and only \$3.00 per 1,000.



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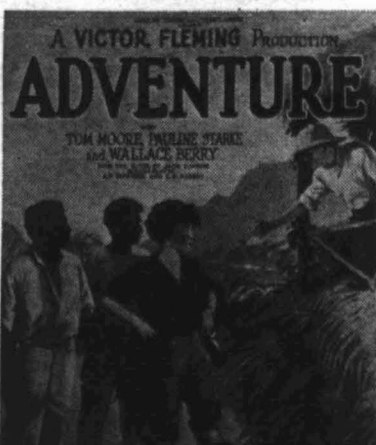
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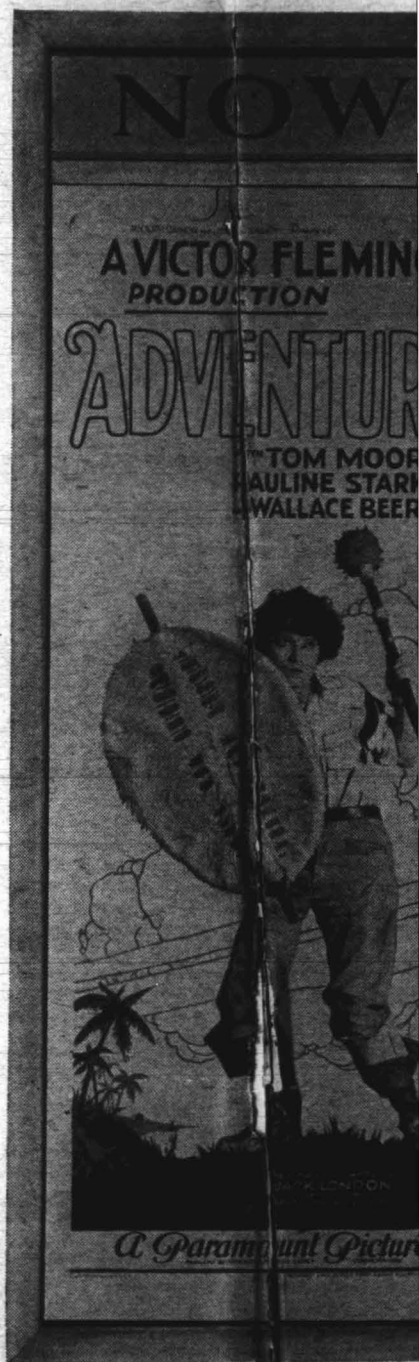
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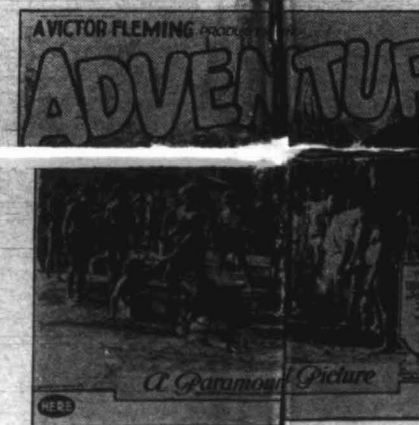
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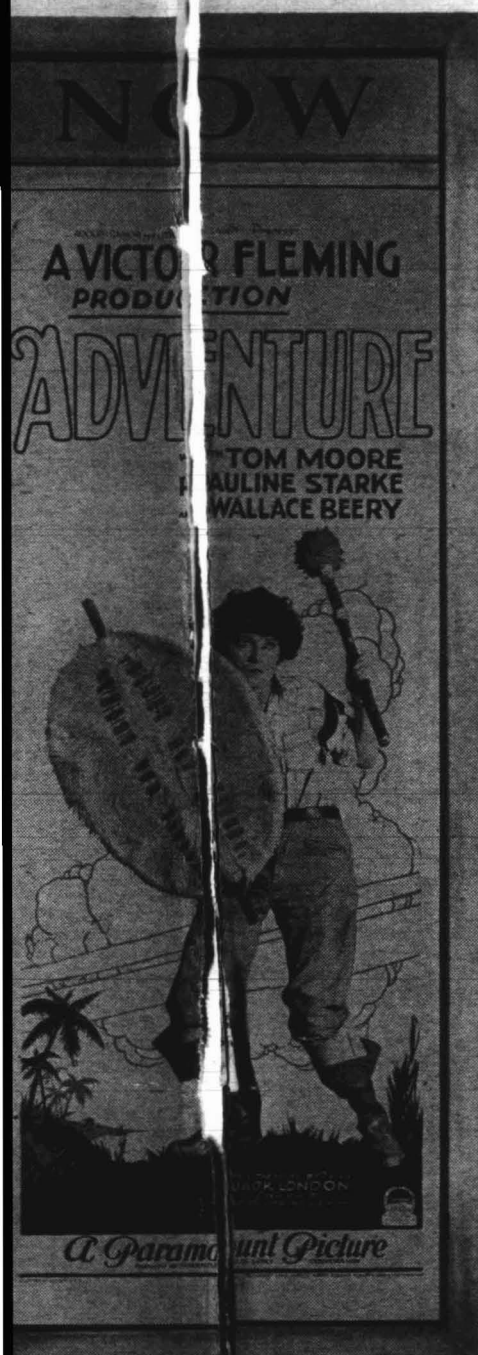
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# "Adventure" S WITH PARAMOUNT PAPER

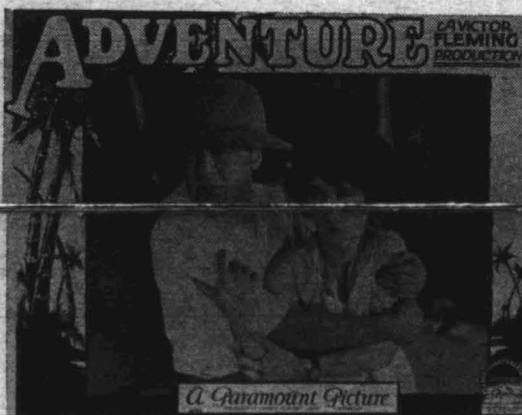
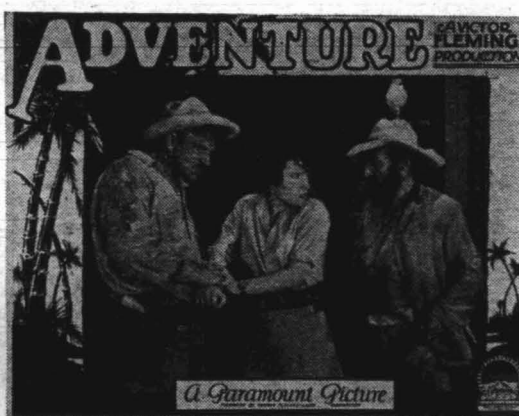
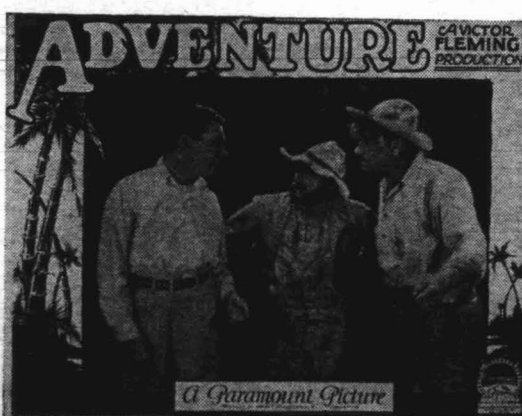
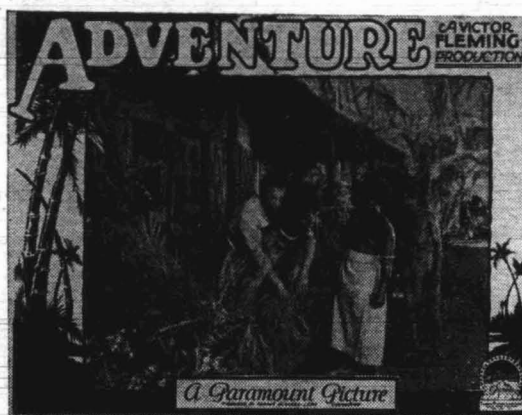
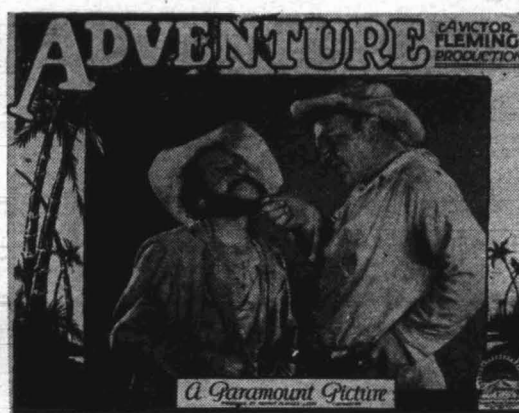
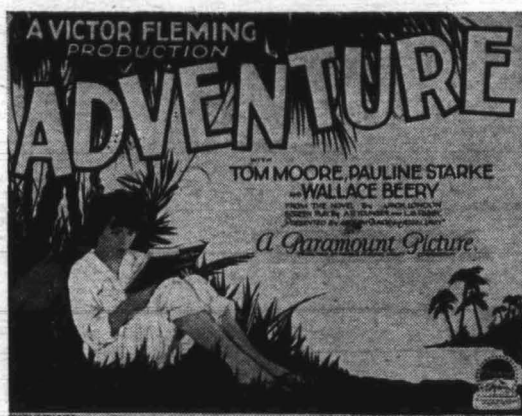
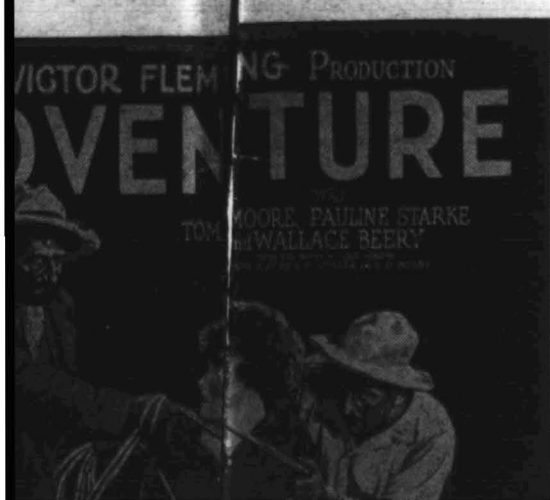
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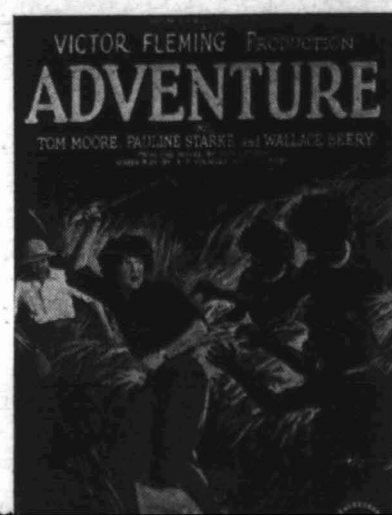


EIGHT COLORED LOBBY CARDS (EACH 11" x 14")

## CROSS WORD PUZZLES

TWO-COLUMN cross word puzzle newspaper mats—similar to the one on "Adventure" illustrated on page 1—are available on each of the "Second Famous Forty" pictures. Mats 10 cents each.

One-column mats of the solutions may be had at your exchange upon request.





# ADVENTURE

etc.  
Attractively colored,  
and only \$3.00 per 1,000.



Window Card

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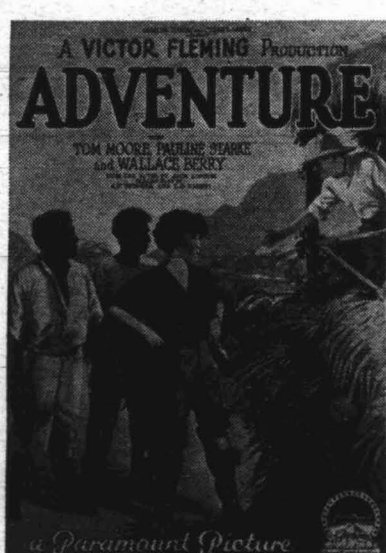
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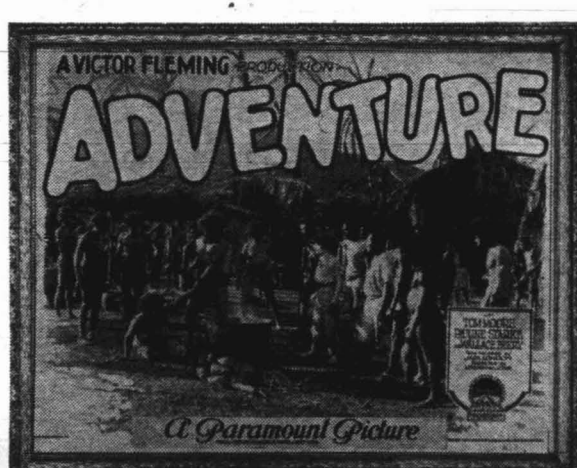
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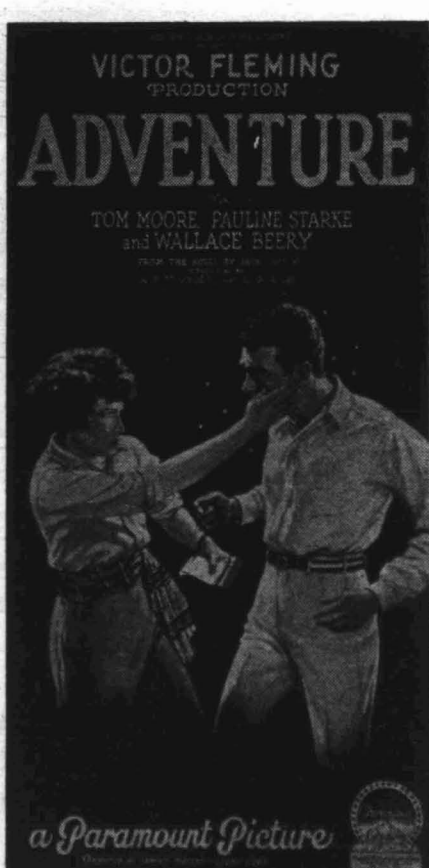


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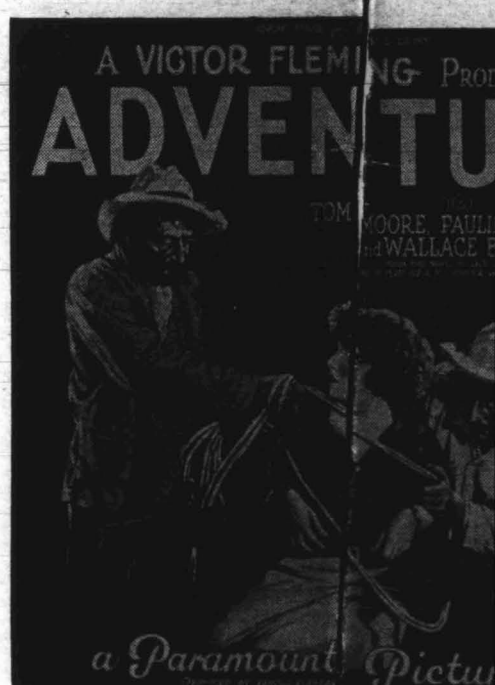
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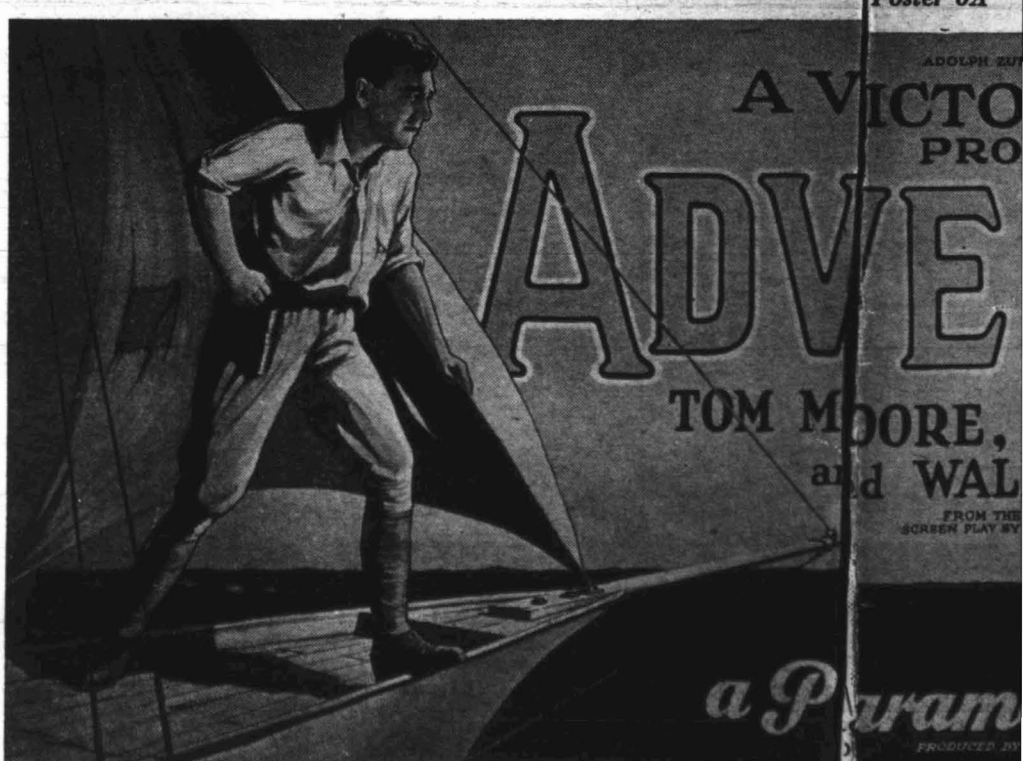
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Three Sheet Poster 3A



Six Sheet Poster 6A

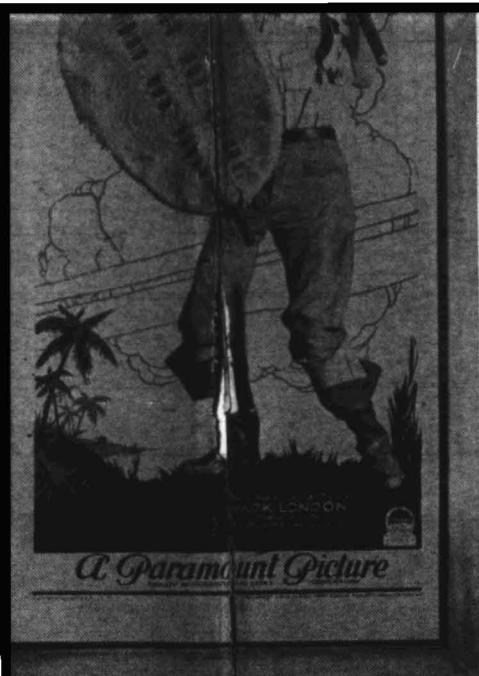


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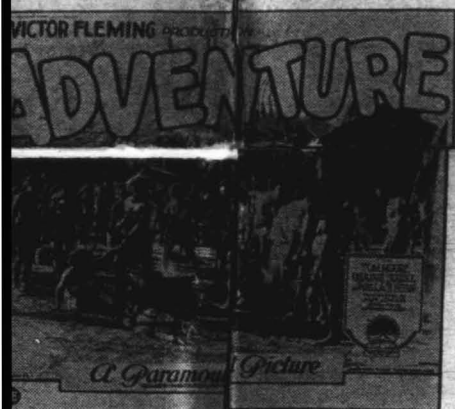
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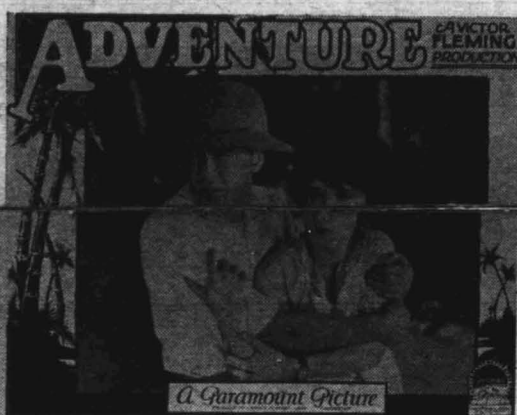
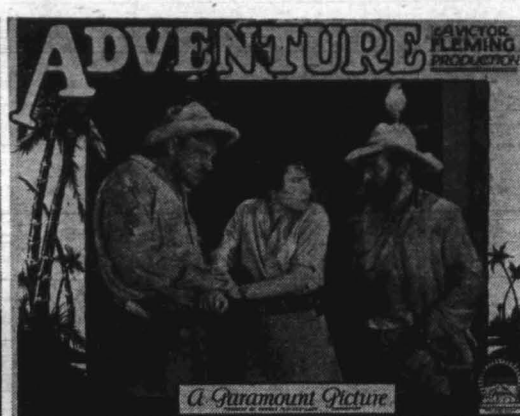
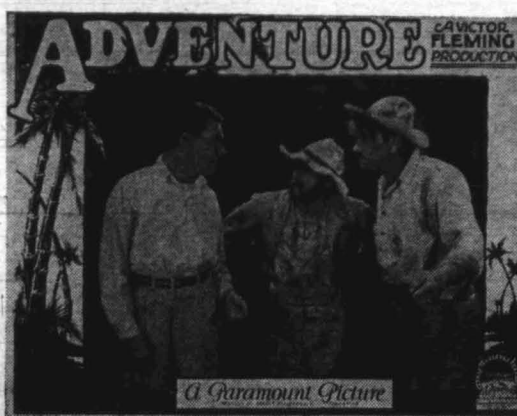




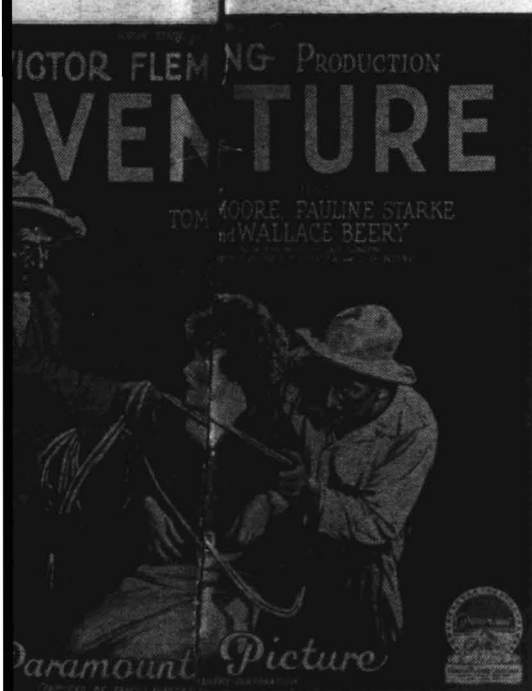
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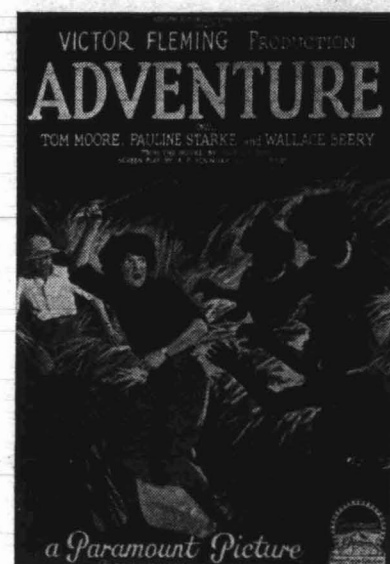
Six Sheet Poster 6A

## CROSS WORD PUZZLES

TWO-COLUMN cross word puzzle newspaper mats—similar to the one on "Adventure" illustrated on page 1—are available on each of the "Second Famous Forty" pictures. Mats 10 cents each.

One-column mats of the solutions may be had at your exchange upon request.

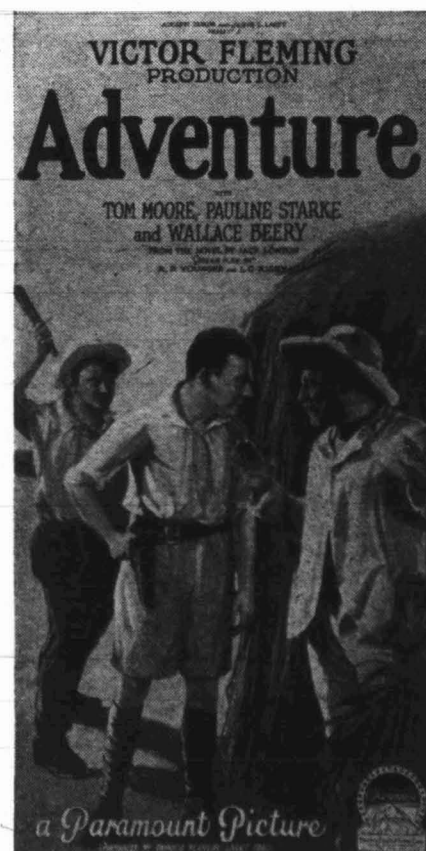
You can also secure books containing the complete set of 40 puzzles at 8c per book.



One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B



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